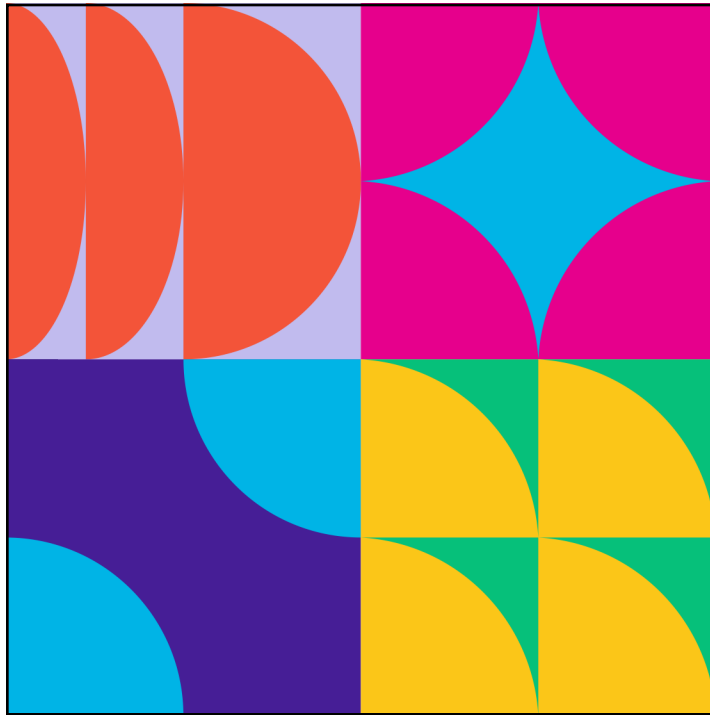




Marketing the Services That Matter Most

Steven Mitchell
Vince Bellitti, MBA

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Description

Not all pharmacy services deserve the same level of promotion. In this interactive course, focus on what to market—and how to position it—for the greatest impact on profitability and patient growth. Compare marketing approaches, including digital strategies, and prioritize the right service, audience, and outreach to drive referrals, demand, and long-term positioning.

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Meet the Faculty



Steven Mitchell

Owner
Mitchell's Park Street
Pharmacy, Inc.



Vince Bellitti, MBA

Owner
HB Pharmacy

Vince Bellitti

Vince Bellitti is a third-generation owner of HB Pharmacy, a family business founded in 1964, where he has worked full-time since 2016. He holds a BS in Mechanical Engineering from the University of Maryland and an MBA from NYU Stern. HB Pharmacy was named GNP Pharmacy of the Year in 2016 and GNP Storytelling Champion in 2024. Vince takes a disciplined, data-driven approach to marketing—identifying high-impact opportunities, prioritizing effectively, and eliminating wasted effort. He emphasizes tracking and measuring outcomes to ensure every initiative drives meaningful, measurable results.

Steven Mitchell

Steven Mitchell and his pharmacist wife, Sarah, own and operate Mitchell's Park Street Pharmacy in Calico Rock, Arkansas. Together, they have beaten the competition with a personalized marketing and brand strategy, doubling their prescription volume and increasing sales by 4x. He shares a practical approach to marketing that frees up time, focuses on patient care, and fuels growth. While managing the pharmacy business, Mitchell has served his community by raising \$4.2 million for historic preservation and economic revitalization in their small town. At their pharmacy, their mantra is "we treat you like family."

Disclosures

- Steven Mitchell and Vince Bellitti have no relevant financial relationships with ineligible companies to disclose.
- Course faculty disclose that AI tools were utilized to generate some content and graphics included in this presentation.
- Course faculty disclose that the off-label use of medications will be discussed in this course.

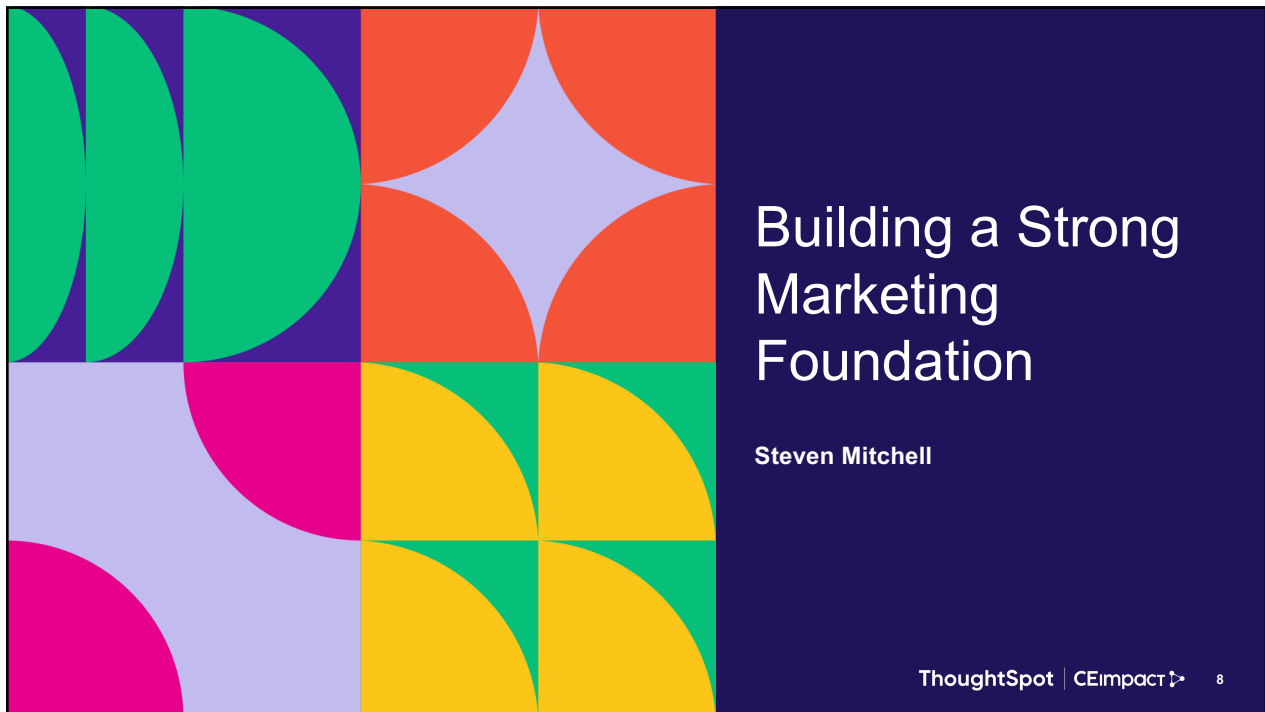
Funding for this course was provided by Cencora.

Recording, capturing, or sharing any part of this presentation is strictly prohibited. This includes the use of AI note-taking tools, audio/video devices, or screen capture technology. Please help us protect the privacy of our speakers and the integrity of the educational content.

Learning Objectives

Upon completion of this activity, learners should be able to:

- Describe two factors that determine which pharmacy or patient care services warrant targeted marketing.
- Identify key audiences for promoting pharmacy services.
- Evaluate marketing approaches that effectively communicate the value of pharmacy and patient care services and support return on investment.
- Prioritize outreach strategies that increase awareness, referrals, and demand.
- Create a focused marketing framework to advance one patient care service aligned with your pharmacy's goals and community needs.



What marketing strategy has had the greatest impact at your pharmacy?

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Start With the Right Audience

Patients

- Current customers
- Potential customers
- Demographics (e.g., age, gender, income)
- Community needs

Business Factors

- Pharmacy volume
- Payers
- Profitability
- Prescription trends
- Prescriber script count percentage
- Referral sources

Competitive Landscape

- Market conditions
- Competitor analysis
- AI-assisted research

AI Created a Brand Perception Map of Our Pharmacy



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Manus by Meta

Not every service needs the same audience or outreach strategy.

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Perception vs. Reality

MYTH  Pharmacies only fill prescriptions	1	REALITY  Pharmacies offer vaccinations, health screenings, blood pressure checks, and chronic disease management
MYTH  Pharmacists just count and bag pills	2	REALITY  Pharmacists are medication experts who review drug interactions, counsel patients, and collaborate with doctors
MYTH  You need an appointment to get help	3	REALITY  Walk-in consultations are available — no appointment needed for most services
MYTH  Pharmacies are expensive	4	REALITY  Pharmacies offer generic alternatives, discount programs, and can reduce costly unnecessary doctor visits

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Manus by Meta

MITCHELL'S

PARK STREET

PHARMACY



Calico Rock, Arkansas

YOUR COMPLETE HEALTH DESTINATION



Prescriptions



Free Flavored Medicines



Clinical Testing



Free Vitamins



Pet & Livestock Rx



Curbside & Delivery

(870) 297-8107 · parkstreetpharmacy.com

Locally Owned & Operated Since 1879 · Proudly Serving Calico Rock and the Surrounding Communities

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Manus by Meta

Perception vs. Reality

The services *pharmacies* value most are often the services *patients* know least about.

The Services That Matter Most

Patient Care Services

- Immunizations
- Medication synchronization
- Diabetes support
- Adherence services
- Point-of-care testing

Relationship-Based Services

- Trust
- Accessibility
- Personalized care
- Community presence

Business Drivers

- Retention
- Referrals
- Word-of-mouth
- Long-term patient growth

Which Services Matter Most?

Prioritize Services That Are:

- High demand in your community
- Sustainable for your workflow
- Valuable to patients
- Financially impactful/high margin
- Differentiating for your pharmacy

Key Questions:

- What services drive repeat engagement?
- What do patients ask about most?
- What services are underutilized?
- What makes your pharmacy different?
- What services are worth investing marketing resources into?

Your Pharmacy Is Your Most Important Marketing Tool

Outside



Staff



Inside



Your Pharmacy Is Your Most Important Marketing Tool

Outside

- Signage
- Cleanliness
- Visibility
- Parking/accessibility

Staff

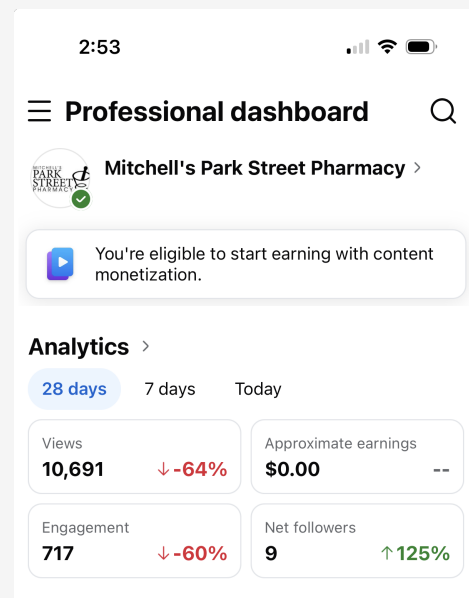
- Greeting patients
- Consistent messaging
- Service recommendations

Inside

- Flyers/signage
- OTC placement
- Unique products
- Workflow prompts
- Service visibility

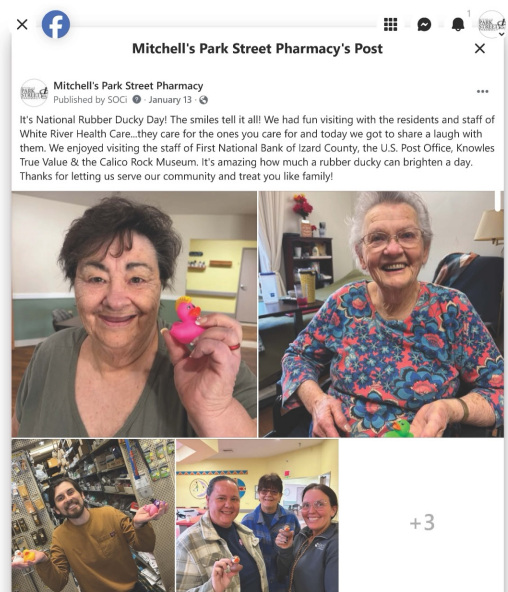
Facebook: Keys to Success

- Cost effective
- Algorithm driven
- #Hashtags
- Share to Story
- @Followers or @TopFans
- Make it personal
- Consistency vs. frequency



What has been your most successful Facebook post?

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Mitchell's Park Street Pharmacy
Published by Calico Rock · February 9 · 🌐

Saturday is Valentine's Day and while these two ladies may not be Cupid, they CAN help you find the perfect Valentine gift for the special people in your life. Come by and see Carolyn & Sherry for all your Valentine's Day needs!

Edit Boost post

125 24 6

Sponsored products

\$7.70
Mitchells Park S...
3.4 mi · Closed
[Shop now](#)

\$6.99
Mitchells Park S...
3.4 mi · Closed
[Shop now](#)

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Are You Optimizing Your Online Presence?

Do you review your analytics? Do you know how?

Are you creating original content?

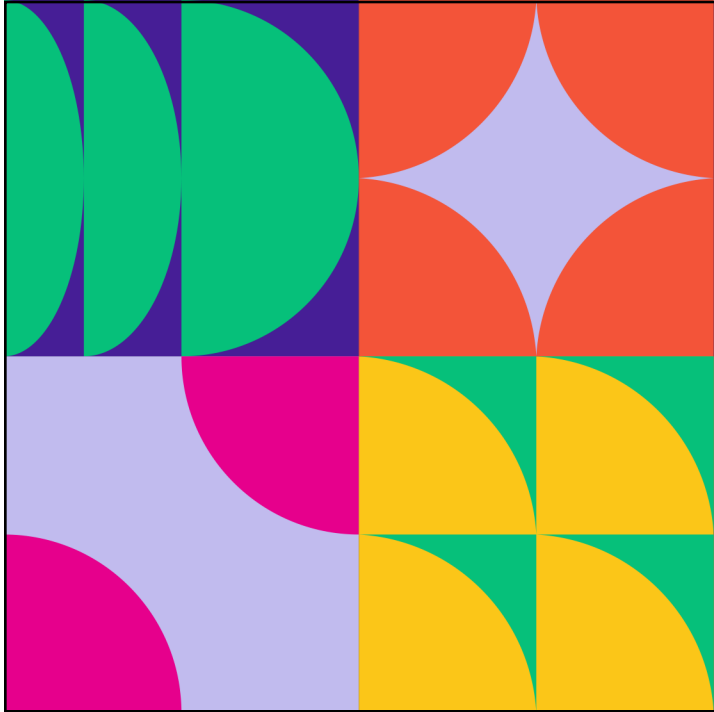
Are you using Google ads?

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What Most Pharmacies Miss

- Outdated Google profile
- Inconsistent Facebook posting
- Poor signage
- Variable staff messaging
- Lack of follow-up process
- Not asking for reviews

Who will you focus on first:
current customers or
potential customers?



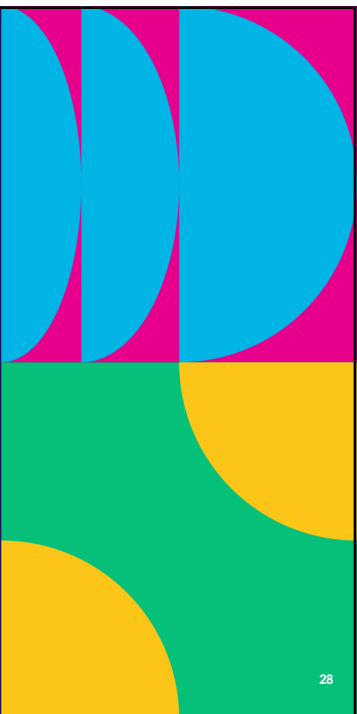
Expanding Reach Through Advanced Marketing Strategies

Vince Bellitti, MBA

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How do we take
good marketing
and make it *great*?



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How Do You Know If Your Marketing Is Working?

Ask:

- How much did it cost?
- How much did you gain?
- If you can't answer those two questions consistently (even with an educated guess), that's your first problem!
- We need a lens through which to evaluate your marketing initiatives

***“What gets measured gets managed.”
– Peter Drucker***

***“Without data, you are just another person with an opinion.”
– W. Edwards Deming***

Two Key Factors to Improve Your Marketing Initiative Selection

**Measure/“Predict”
Your Success**

**Extend the Initiative’s
Life/Value**

Measure/“Predict” Your Success

- Calculate Return On Investment (ROI) and compare it to other initiatives

$$\text{ROI} = \frac{(\text{Sales} - \text{Cost})}{\text{Cost}} * 100\%$$

Sales:

- How much money did you make **specifically** from this initiative?

Cost:

- How much did this initiative cost?
- *Include labor/time cost – this is often ignored!*

You should assess this before **and** after an initiative.

Extend The Initiative's Life/Value

- Spend money one time, get results forever
 - Search Engine Optimization (SEO)
 - Videos on your website **and** social media
 - Chop up a longer video into shorter posts
 - Use QR codes on flyers to point patients to your videos and/or your website
- Use A/B testing in your ads to pick the best one
- Use the same content in multiple places
 - On your website, a video, an email, and a flyer
- Use AI or automation to reduce your time

What are some other ways to increase the value of your initiative?

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Examples to Increase the ROI of Your Marketing Initiatives

Good

- One-time mailer to patients
- Detailing a provider
- Hosting a pharmacy event
- Creating a post on social media
- Having a website

Better

- One-time targeted mailer to a specific subset of patients
- Detailing a specific provider for a specific reason
- Hosting a pharmacy event with a targeted offer for attendees
- Creating a targeted video on social media
- Specific content on your website people can reference

Best

- One-time **trackable** targeted mailer to a specific patient subset
- Leveraging that specific conversation for detailing similar providers with the same collateral
- Hosting a pharmacy event with a targeted offer for something high margin and repeatable
- Creating an **"evergreen"** video that you can use on social media, your website, or QR-coded flyers
- SEO-friendly content that patients can reference **and** drives traffic to your website

Provider Event At HB Pharmacy

We recently hosted a provider-only event on low-dose naltrexone (LDN).

- Why did we choose to promote LDN?
- Why did we choose to host the event at the pharmacy?
- Why did we choose to pay for a renowned speaker to present?
 - How did we assess that financial commitment?
- What do you think we did before, during, and after the event to extend the event's value and reduce time spent?



Provider Event At HB Pharmacy

How did we maximize our ROI from a provider event?

Why low-dose naltrexone (LDN)?

- LDN is a recurring, cash prescription
- Our existing prescribers have patients who could benefit
- "Affordable" for patients; price typically isn't an issue
- Easy to batch capsules

Why host at the pharmacy?

- Cheaper to cater food and buy wine than at a restaurant
- A chance to show off our lab and building to providers
- We can take as long as we need

Why pay for a speaker?

- Would we have gotten 15-20 providers to attend otherwise?
- Association with an expert builds our credibility



Provider Event At HB Pharmacy

How did we maximize our ROI from a provider event?

Before

- Made a budget and projected the “net new” scripts we’d need to pay back the event ASAP
- Developed and used a playbook and planning tool based on previous events so everyone knows how to set up, break down, and execute with limited debate and questions
- Invested in professional equipment we can use repeatedly (instead of renting/using lower-quality equipment) now that we’ve done these successfully

During

- Filmed the event to share with docs who attended, couldn’t attend, and future docs we will detail
- Provided nametags to everyone and assigned specific providers to specific staff (along with specific topics) to ensure we prioritized certain connections
- Assigned specific roles to staff (e.g., check in, drink area, leading the lab tour)

After

- Provided take-home bags with flyers and other branded information about how to best work with us
- Posted on social media before and after to let patients know we hosted an event and had many physicians there (social proof, credibility)
- Personally followed up with attendees and asked for their trust and business

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Summary

Great Marketers...

- Understand their customers and “humanize” their content
- Project the ROI on initiatives and choose only the better ones
- Measure the results of their initiatives and adjust accordingly
- Find ways to extend the value of their initiatives
 - Leverage video, website SEO, paid ads
- Find ways to reduce their time spent and cost on initiatives
 - A/B testing
 - Repackaging the same content instead of constantly recreating new content
 - Use AI or other software/automation

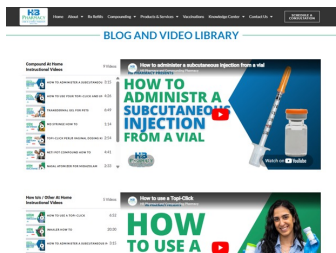


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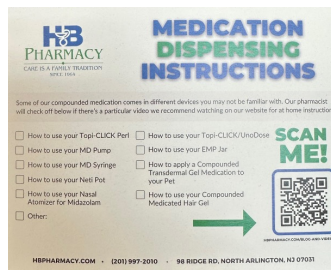
Summary

One Last Example: we turned these cross-platform social posts into...

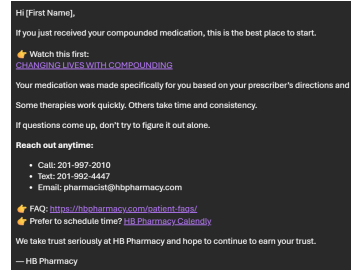
Website Content



Patient/Dr. Flyers

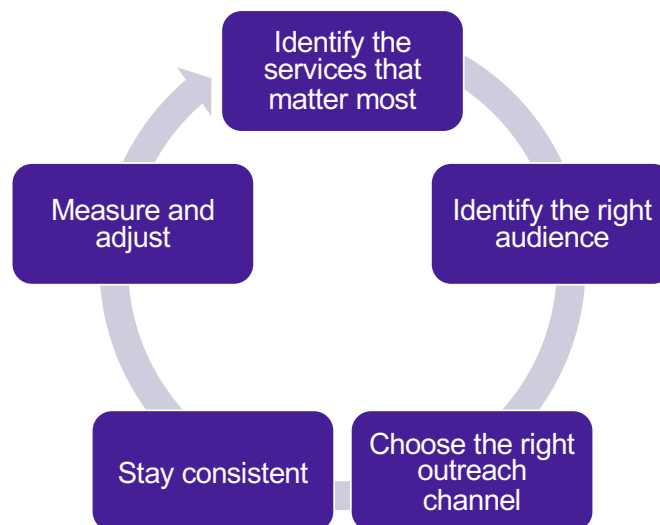


Email Content



*These **same** videos are on YouTube and social media, on our website with text for SEO value, organized so providers/patients can easily reference it, on QR code flyers we give to patients, etc.*

A Simple Pharmacy Marketing Framework



Key Takeaways

- Prioritize the services that matter most to your patients, community, workflow, and business goals
- Your pharmacy itself - including staff interactions, signage, online presence, and patient experience - is one of your most important marketing tools
- Start with the right audience before choosing your outreach strategy
- The most effective marketing is often authentic, relationship-driven, and consistently reinforced across multiple channels
- Measure results, refine your approach, and focus on sustainable strategies that create long-term value

What is one strategy you
will implement
in the next 30 days?



Questions?